

Website Redesign

The Ultimate Guide





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WHY SHOULD YOU REDESIGN / REVAMP YOUR WEBSITE?





Why should you redesign / revamp your website?

From a business point of view, redesigning a website is often ignored.

Your website might be performing well and may have been doing a good job for the last however many years.

The question should not be ‘Is the website doing okay?’ but rather ‘Could it be better?’

Let me ask you a question,

Have you ever landed on a website belonging to another company and just been blown away by what you’ve seen?

Some websites are just so well designed that you can’t help but be impressed and want to take some time to look around and explore the site.

When well designed, these sites will offer perfect synergy between their design and the message that the company is trying to communicate – making you more likely to be interested in making a purchase or at least visiting the site again.

Many of your prospective leads the first impression will be based on the look and feel of your website.



We've compiled some compelling reasons as to why you must consider a website redesign.

QUICK LINKS

1. Changing face of the internet

2. You still care

3. Rebranding your business

4. Letting go of the old

5. Include a better content strategy

6. Your competitors have adapted to change

7. How often should you redesign or refresh your website?

8. Signs your website needs a redesign

9. How much does a website redesign cost?

10. How long does it take to redesign a website?



1. Changing face of the internet

The internet is constantly changing and new designs sensibilities are forever emerging that change the standards that we expect when we're browsing websites.

In just the last few years, for instance, responsive **website development** has become an absolute must as more and more web users are now browsing using mobile devices.

Flash has essentially died its death and instead we now have HTML5. The resolution of the high-end monitor has gone from sub HD to 2K or even 4K, while fashions have also changed.

In short, there is a world of difference between the way you would design a website today and the way you would have designed a website even just a few years ago.

So it stands to reason then, that if your last site redesign was more than two years ago, you're probably looking rather outdated with low-resolution images and old-fashioned sensibilities.

This makes a world of difference to the first impressions you create when someone visits your website and essentially it could be losing you a lot of potential customers.



2. You still care

Redesigning your website tells your existing audience that you still care about your website and that you are still at the top of your game. It makes them stand up and take notice of you and it can even be advantageous from a marketing perspective

A top-down view of a workspace with a wooden desk. A smartphone is placed on a piece of paper with hand-drawn sketches of a website layout. A hand is visible, holding a pink highlighter and marking the sketches. Various colored pens and pencils are scattered around, and a container of markers is in the bottom right corner. The entire image has a semi-transparent red overlay.

A redesign for a big website can actually be newsworthy meaning you might just get some media



3. Rebranding your business

If you are re-branding yourself, if you are refocusing on other aspects of your business or if you're trying to shake negative associations – then redesigning your site is often a great way to give yourself a fresh start and to hit that 'reset' button.

REBRANDING

A redesign can also be a good way to communicate a change of direction for your business.



Of course, you might also choose **website revamp** services, because you want to make some changes. Perhaps you need to add a few pages to your site and this won't really work with your existing layout and set-up. Or maybe you've seen a cool feature on another site that you want for yourself.

It may even be a new backend for your site you're interested in – you might want to find a WordPress web development company in order to move your site over to the WordPress CMS so that you can more quickly and easily upload and manage content on your site. This could potentially save you hours and that way provide an excellent ROI.



4. Letting go of the old

Some companies and individuals can find themselves feeling sentimental when it comes to getting rid of their old site. Perhaps they think it's a 'waste' of their previous work, or maybe they have just grown attached to the design they have.

While this is understandable, it's a mistake to let that influence your decision making. Your old site design has done its job over the last few years and if you hang on to it then it will actually hurt you more than it will benefit you.

The longer you leave it, the more outdated your old set-up will become and you'll have to change it eventually. So better to get it done quickly and reap the benefits for as long as possible. By doing a **website redesign**, you're letting others know that you can adapt to change.



5. Include a better content strategy

That said, if you're planning to make some changes to your content strategy, a website redesign may be wise. That way, all the different types of content you plan to post from eBooks to blogs to case studies will be easily findable.

*70% of people would prefer to learn about a company through an article rather than an advertisement.
Having excellent content improves everything from SEO to customer retention.*

Content marketing Infographic





6. Your competitors have adapted to change

It is not wise to revamp your website every time your competitors change theirs. But if those changes help them to improve their search engine ranking and end up pushing you down the search results, then it's time to make changes.

And, if you think that you can achieve your goals quickly on your competitor's website rather than yours, it's time for a change.

7. How often should you redesign or refresh your website?

According to Orbit Media Studios, The average website lifespan is 2 years 7 months. Actually, it was 2.66 years which is 2 years, 6 months and 27 days, but close enough.

Regardless of your industry, the shelf life of your website is relatively short. Look at how fast technology moves, five years ago, no one visited websites on mobile devices. Now almost half of your website traffic comes from smartphones. Not only mobile, from responsiveness to parallax, dozens of technologies and trends are in practice.



8. Signs your website needs a redesign

So, irrespective of the age of your website, here are some questions you must ask yourself.

A large red hand graphic with a white outline, pointing its index finger towards the right. The text 'Signs your website needs a redesign' is written in white inside the hand.

Signs your website
needs a redesign

- Is your website mobile friendly? Is it responsive? (if not, you need to immediately get in touch with a website redesigning company)
- Does it look better than your competitors?
- Are visitors complementing your website?
- Does my website look modern?
- Are you experiencing growth with your current website?

If your answer to the above questions is 'no', then you're in desperate need of a new website. All of the above questions will give you an indication that your website is broken at some level and needs to be fixed. Above all, the best website redesign test is asking yourself if the website needs to be improved. But if you are asking, then it's probably time for a redesign. Think about it, why else would you be asking?



9. How much does a website redesign cost?

The cost of a website redesign depends on two major things,

- What are you looking to achieve through a website redesign?
- What is the worth of your website?

Similar to a car, the more you expect from your website, the more your likely to spend. Therefore, it is difficult to define the cost of an average website redesign cost. We have tried to break down what it approximately costs.

	What does it include?	How much does it cost to redesign a website?	How much does it cost for SEO & lead generation? (Recommended)
Simple website redesign	5 – 10 CMS pages, Ready made Theme	USD 650	USD 250 to USD 2500/month
Custom website redesign	Design, CMS, Code / Theme Ownership	USD 1750-USD 5000	USD 350 to USD 4500/month
Advanced multi-functional website redesign	eCommerce,Membership, Payments, APIs, Automated business functions	USD 3500-USD 20000	USD 1500 to USD 15000/month



10. How long does it take to redesign a website?

It depends.

Every website is unique and every redesign depends entirely on what you aim to get out of the final product. Do you want a redesign a simple template-based website or an e-commerce website with loads of customization? Your answer to questions like these will give you a rough idea on how long it'll take to redesign websites.

Here is a rough amount of time that will take to redesign a website.

A simple website redesign will take 5 working days

A custom website redesign will take 15 working days

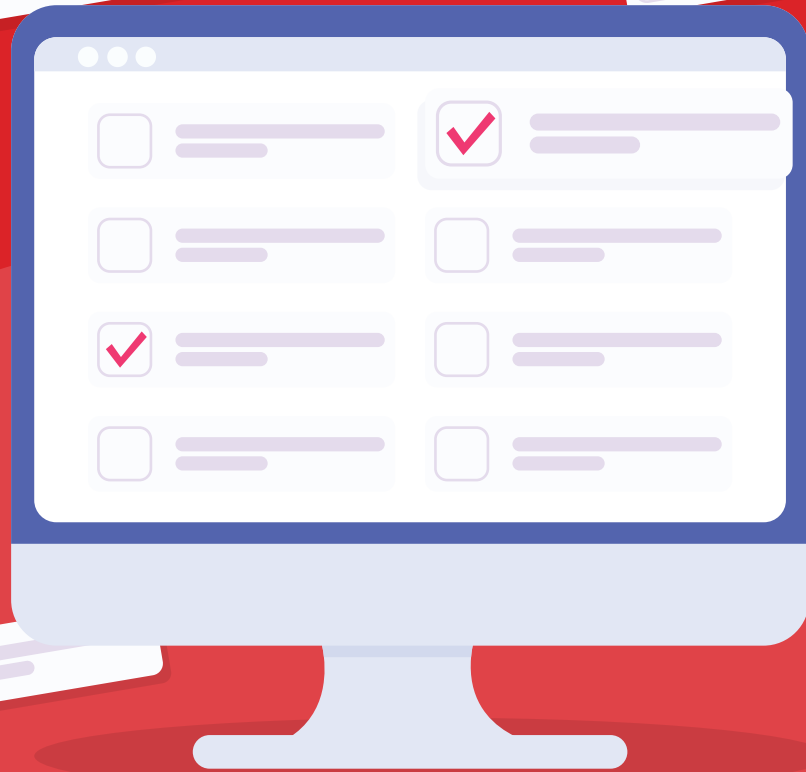
Advanced multi-functional website redesign will take 30 working days

This is just an approximate time frame, you're requirement will play a major role in the time it takes to complete the redesign project.





CUSTOM WEBSITE REDESIGN QUESTIONNAIRE





Custom Website Redesign Questionnaire

Here are some of the custom website redesign questionnaire that talks about website redesign process in detail

Website Redesign Questionnaire

- ✓ How to select a domain name and website hosting in 2020?
- ✓ Why you should consider brand differentiation when redesigning your website?
- ✓ How important is website architecture in website planning?
- ✓ How to select your next CMS platform or software to build your website?
- ✓ What is the recommended process for website redesign and development?





How to select a domain name and website hosting in 2020?

Selecting a domain name and hosting for new website

Be it a new website or website redesign, the purpose is to use the digital presence of a business to gain reputation and increase sales through branding. On the web, it starts from selecting a domain name. It's a primary and very old method but still appropriate in 2020.

Search if you could get good premium domain names from below guys – If it's old and not a spammy domain, you will have full advantage of using it for your business. Use [Moz tool](#) to check for spammy backlinks to that domain.

- [Domain buy service from GoDaddy](#)
- [Sedo.com](#)
- [Google's Domain Registrar](#)
- [Flippa](#)
- [Name.com](#)
- [NameCheap.com](#)
- [eNom.com](#)





If you are not interested with premium domains, use **GoDaddy** or Google to book your new domains. When you consider TLDs for your new domains, do check the new TLDs available in the market.

- <https://newgtlds.icann.org/en/>
- <https://www.namecheap.com/domains/new-tlds/explore.aspx>

Here are couple of YouTube videos about how to select a domain name for your business. Check new TLDs in below websites.

- [How to Choose a Domain Name](#)
- [How to Choose a Domain Name Your Clients Will LOVE!](#)

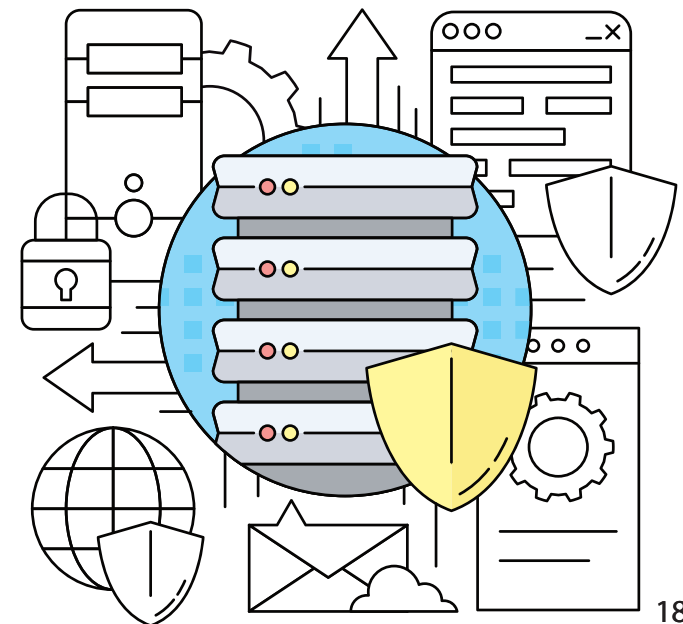
Selecting a web hosting service for redesigned business website

If you are thinking about changing your web host, let's do the inventory first.

- ? What kind of web hosting services you currently use?
- ? Are there any downtimes frequently?
- ? Is the support good?
- ? Is there a good scalable option?
- ? Are you in shared hosting?

Ask yourself these questions and decide whether you need to continue with the same hosting provider.

Below are some of the website hosting server considerations for 2020





The amount of website traffic

When you revamp your website, make a quick projection about website traffic for the next 12 to 24 months

Progressive Web Application support

Do you have plans to redesign your highly functional website into **Progressive Web Application (PWA)** for future website performance and **UX trends**

As always, security for website data and files

Blockchain and **cyber security applications** are dominating the business transaction arena. So you have to give importance to data security when revamping your website.

Web hosting provider's support TAT

For 2020 internet community, time is everything. The purpose of website redesign should include getting quick support on server infrastructure if there are dynamic changes



Recommendations for WordPress website redesigning

SiteGround	WPEngine	WordPress.com
Economic, good support and performance.	Expensive but good performance, staging environment and backup options.	Very expensive but great performance, high security and many WP features.

Recommendations for high performance website redesigning

Kinsta	DigitalOcean
Powered by Google Cloud Platform. Recommended only for high traffic WordPress websites	Developer friendly platform, so performance is always high



Why should you consider brand differentiation when redesigning your website?

Your brand is your business identity.

Even though there are a lot of reasons that helps to keep your brand new, and fresh, you should definitely consider, and work on brand differentiation during a [website redesign](#).

At ColorWhistle, for every website redesign we do a brand revamp study.

We give a redesign proposal on how brand differentiation make a difference to the business, digitally. The brand differentiation impact includes logo design, logo improvements, stationary graphics, marketing and sales materials.

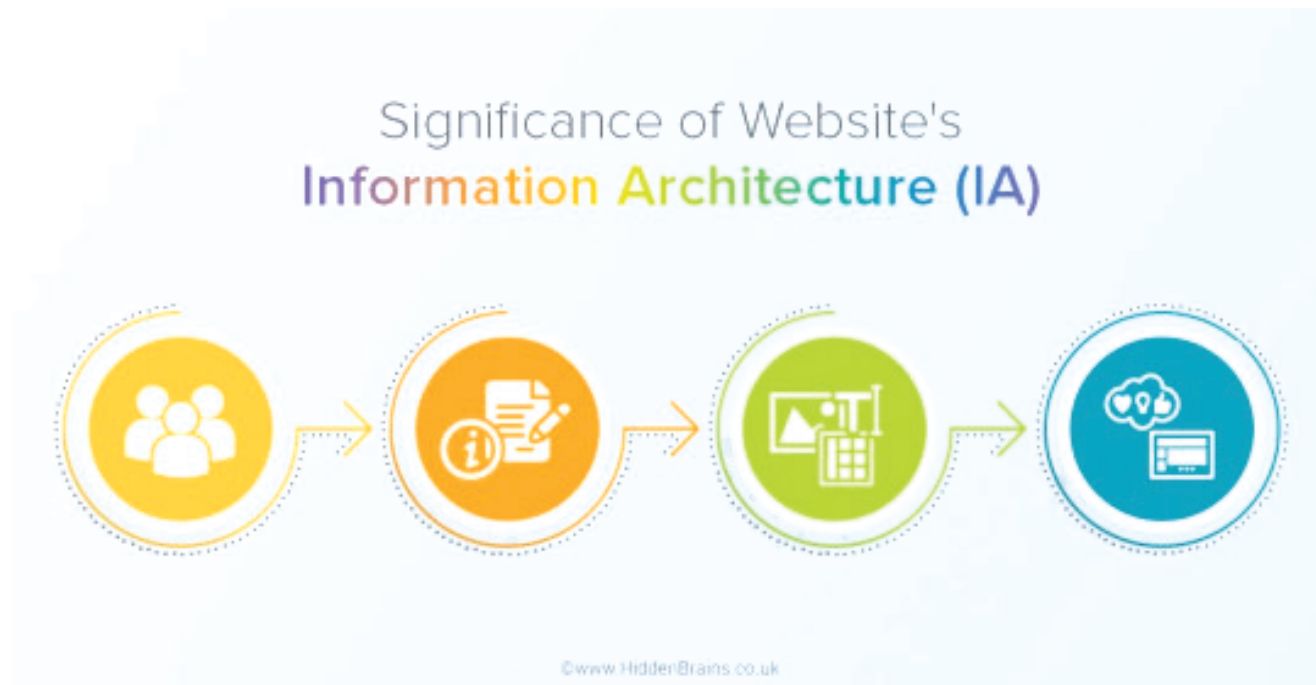
Benefits of brand differentiation during website redesign:

- ★ Brand reputation can be revamped to blend in the digital era
- ★ Brand reach becomes easy with different communities, regions, and gender groups
- ★ Social values and responsibilities can be attached to your brand
- ★ Branding and redesigned website helps each other to move forward

Also, this blog talks about [why branding is essential for digital marketing](#). Do take a look to know more.

How important is website architecture in website planning?

Website architecture includes either an information architecture, sitemap planning and content planning. You must definitely consider this when redesigning your website.



From **Visually**.

Website sitemap helps the user and search engines to navigate easily on your website. An organized way of showing website links, categories and hierarchical structure allows the search engine to crawl links, pages and content easily.



**What are the problems
which a website sitemap
can solve?**

- Website indexing
- Giving clues to search engines about pages and it's purposes
- Understanding machine oriented content pages
- UX is redefined with website redesign



How to select your next CMS platform or software to build your website?

One of the main reason to start a website redesign project is to get rid of old softwares that can't help you stay relevant with modern day features.

Before you make a decision, consider these points.





Are you planning to rebuild a content-heavy website?

If you are planning to revamp a website with lot of content then we recommend to select a CMS platform. WordPress CMS with **professional website maintenance** plan is recommended. We recommend Drupal CMS for business who concentrate more on security and less on the marketing friendliness .

If you are planning to redesign a website that enables good technical functionalities and manages lots of user data, then we recommend to build a website using any modern day JS frameworks like React JS, Angular JS, Vue JS & PHP frameworks like Laravel, Symphony.

If you planning to redesign your eCommerce website, consider your website traffic, products scalability, secured payment options as high priority. We recommend WooCommerce and Shopify for initial stage eCommerce website redesign. For medium to large scale eCommerce systems, we recommend Magento and BigCommere platforms.

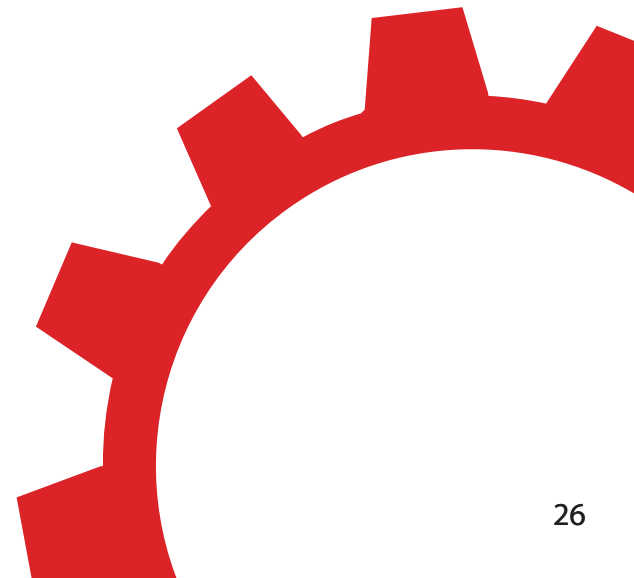


What is the recommended process for website redesign and development?

Building your first website is just the first step of learning with your online business. Definitely there are tons of improvements possible on the go. This is why you can't be **objective about your own web design**.

As soon as you feel the first online business is working for you, the next immediate step is to think about a website redesign.

We highly recommend you to reach a **professional web design agency** for best consulting discussions and outstanding results. Also, **outsourcing website redesign** will help you to keep budget in control, and allow you to work on business critical factors like, pricing strategy, digital marketing strategy, sales strategy etc..





We follow the below process for website design and recommend the same to our clients too.

Identify the existing website problems. Few examples are UI, UX, look & feel improvements, performance improvements, digital marketing and lead generation pages etc

Find an outsourcing agency for website redesign consulting and development. This article talks about how to choose between freelancer or boutique web design company

If you have a heavy traffic website and blog attracting several hundred visitors daily, think of making the redesign process in phases

We recommend you to redesign your website blog first, create content marketing plan before you start revamping the website pages and functionalities

Website redesign is a continuous process if your online business is dynamic and follows current trend. If you don't have an in-house team, find the right **website retainer packages** to carry out the continuous website updates and maintenance works smoothly





WHY WEBSITE REDESIGN SHOULD BE DONE ALONG WITH DIGITAL MARKETING?



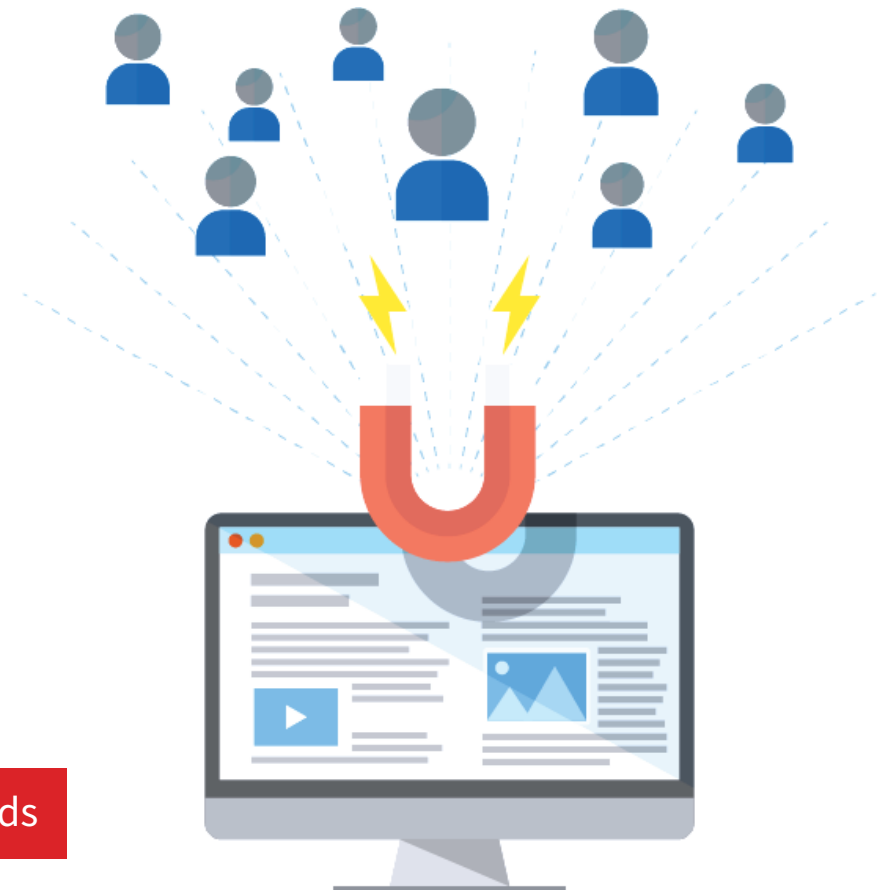
Why Website Redesign Should Be Done Along With Digital Marketing?

Below are some real-time-match scenarios on why website redesign should be done along with digital marketing.

1. Generate More Leads via Digital Marketing With Website Redesign

In modern fashion retail stores, it's a daily/regular practice to change their storefront mannequin and wardrobes to attract passersby. Here are some **nice fashion shop** fronts on Pinterest.

Similarly in the online marketing world, we need to redesign a website to change the business's digital face. A **website redesign** can be done every year or every two years, but not longer than that. Going with new landing page designs every time for a new digital marketing campaign is always great and produces significant results with ROI measures.



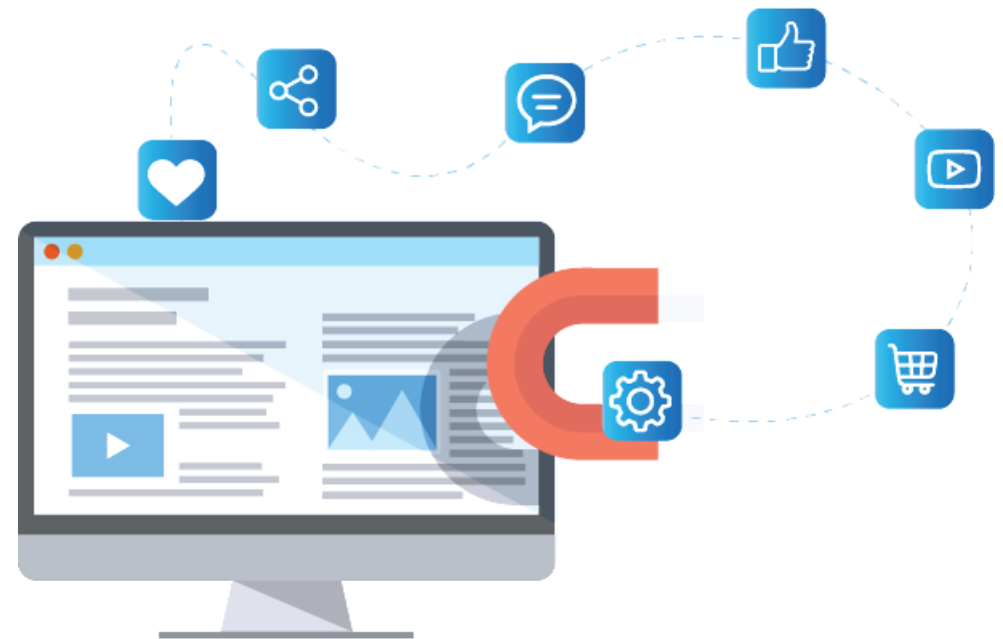
Digital Marketing + Website Redesign → More Leads

2. Generate More Traffic via Digital Marketing With Website Redesign

In trendy fashion clothing stores, it's very common to see them change their wardrobes with new dresses for seasons, new clothes for local festival/festive times, and promote popular event products too. These changes help them to do continuous business with regular customers. It also Increases the word-of-mouth marketing opportunities in a viral way and gain **fashion tourism** benefits in the right way! Here are tips from Neil Patel to **drive more traffic to eCommerce store** .

‘Shares, Likes, Comments’ are playing a huge role in Digital Marketing campaigns.

The number of impressions will be counted as real-metrics to understand how better we set our digital marketing campaigns. To set this, we need to start thinking about the design changes that have to be made on our website pages. As discussed above, when fashion changes according to the season, you will be able to engage with customers when website redesign reflects the same feel. There will be a very high chance to turn visitors into customers.



Digital Marketing + Website Redesign → More Traffic



3. Increasing The Brand Visibility via Digital Marketing With Website Redesign

Branding is highly important in the fashion industry. Retail stores are trying their best to keep their brand visible in each & every aspect of their business elements. This effort naturally helps the customers to register their favorite brands in their hearts. Here are the new **fashion industry trends in 2020**.

Today, Digital Marketing is one of the best ways to promote your brand. As the website redesign process helps for marketing results, digital agencies sometimes ask businesses to think from rebranding efforts.

If your business is going through many changes, website redesign with **rebranding** will generate highly effective signals to the market





Agency Website Redesign Process With Digital Marketing

We, at ColorWhistle plan and execute a lot of digital marketing activities across channels. Our digital marketing team often discuss redesigning a specific service page, landing page for campaigns. We usually plan major redesign elements towards our full website revamp time which we would consider once in two years.

We start with learning a business roadmap of the year and plan our marketing goals inclusively. Our digital marketing plan starts with website information architecture (to meet the year's road map). Then, once the content marketing goals are fixed, we will plan how our website design should reflect the marketing messages. Once, we publish the new website, we will keep monitoring the responses from the website traffic. We will keep improving the design as part of regular website maintenance and digital marketing efforts.

Here is the list of steps we follow when we work on our website redesign with our digital marketing plan:





Steps we follow when
we work on our website
redesign with our digital
marketing plan

Business road map of the year

Marketing and sales goals of the year

New information architecture for the website

Brainstorm the content marketing plan with audience personas

Wireframe and UI design process

Website development

Checklists of SEO, Digital Marketing, pre-live and post-live follows

Continuously monitoring website & Digital Marketing activities

Improve, update and innovate small activities in website and digital marketing



WHY YOUR WEBSITE REDESIGN PLAN SHOULD INCLUDE AN SEO STRATEGY?





Why your website redesign plan should include an SEO Strategy?

Once you start working on the [website redesign process](#), like we discussed, you can discuss about what works and what doesn't. You might not have a clear understanding of whether SEO helps you or not. But, you should include a good SEO strategy when planning for a website redesign.

Whether you [outsource SEO services](#) or do it in-house, start analyzing all the factors we've discussed so far. Take a full SEO report that includes full on-page SEO items that already exist in the website followed by a local SEO setup.

Here are some of our blogs that will help you get a real time picture about SEO.

[Are Web Designs Getting In The Way Of SEO?](#)

[Hiring An SEO Company? Ask These Questions](#)

[Google Possum Update : Has It Affected Your Local SEO?](#)

[AMP Development for SEO benefits and Google Friendly](#)

[The Powerful Advantages of Local SEO for Small Businesses](#)





How should you view SEO in 2020 along with website redesign process?

Plan for a good local SEO strategy

Setup Google MyBusiness and Bing Place for Business

Configure business locations properly in [Google Maps](#), [Bing Maps](#), [Apple Maps Connect](#)

Setup your [Schema markups](#) correctly

Get your business on [Google Knowledge Graph](#)

Do in-depth [local keyword research](#)

Plan a keyword strategy

Short-term keyword strategy targeting “traffic” only. Example: [Keywords research for blog topics](#)

Mid-term keyword strategy specifically targeting “competitor”. Follow and [build competitive keyword strategy](#) that is really working well for the competitors

Long-term keyword strategy targeting “niche” specific or “brand” specific [keyword research](#) that brings “pre-qualified”



Plan an on-page SEO strategy

On-page SEO is not only about Meta title, Headings, Links, Alt and Keyword cloud. It starts with good user experience. If you're able to grasp the content easily, it's a start.

Another important aspect of On-page SEO, which is given the least importance during website development is **Semantic HTML coding**. Do you want to know if your website redesign process will include semantic coding practices of HTML5? Ask your **website development company** or **WordPress developer**.

Review, revise and update your On-page SEO tactics frequently. Find a **best SEO retainer pricing package** that fit your business and outsource them.

Setup **website analytics tracking** and use tools to get insights on what is working, what is not working and what needs immediate attention.



How to build a content marketing plan with website redesign strategy?

Content Marketing has become more significant. In 2020, if you don't re-look your website content, you are losing opportunities and fading your business from the crowd. That's why your website redesign strategy should include **content marketing plans**. Hire a content writer today and start this process.

After you take a backup of your existing content inventory, start looking for a website content to suit your 2020 website visitors.

Who are your primary website visitors?

Know your customers, website visitors prior than they know about your products and services. Your content intention defines who your primary visitors are in this search dominating digital age.

Where are your visitors from?

Your website redesign process should think of modern age groups, their tradition, culture and language. Your content development plan should address these factors.



What interests your target audience?

This can be defined in your content plan either intentionally or socially. If your looking for intentional customers, your content marketing plan should be planned to target them. If you want to socially connect with everyone, your content development should focus on social education too. Keep this thought process in your website redesign brainstorming sessions.

What different content types should be present in your newly redesigned website?

Web page content type talks about products, services

Blog page content type that share your knowledge and educate the community

Visual content type including images, charts, presentations and infographics

Audio and Podcast marketing content types

Video content types

News, events publishing media content types

Social media content types

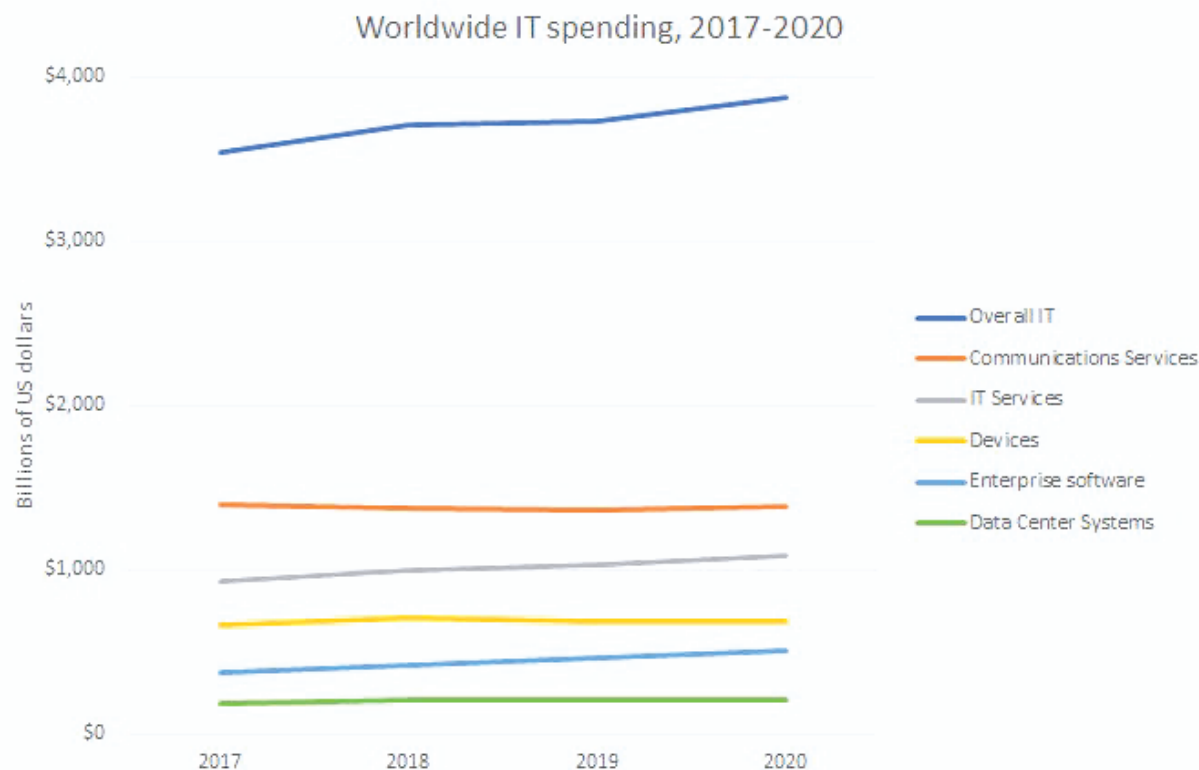
Marketing and sales with business oriented content types

Here is a cool infographic that explains about content marketing strategy.

How to build lead generation channel along with website redesign strategy?

Tech analyst Gartner's latest worldwide IT spending forecast (July 2019) projects a total of \$3.74 trillion in 2019 (0.6% growth over 2018) and \$3.88tn in 2020 (3.7% YoY growth).

Source: Gartner/Chart: ZDNet



Every business needs a strong digital lead channels. Business without digital presence will find it difficult because the competition is also growing exponentially.



Here are some of the strong digital lead generation channels for the future

Website Your digital face to the world	Social Media Connecting people socially in digital age	Mobile Apps Easing people's living quality with communication technology	IOT Apps Easing the business intelligence with technology
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Some of the digital **lead generation** channels that can produce solid results quickly

SEM – Search Engine Marketing. paid advertising on Search Engines

Google PPC ads are most popular. **Outsource PPC services** if your business is looking for continuous lead generation.

Social Media Marketing – community engagement through social education and awareness

Facebook posts, Pinterest boards, Twitter feeds, LinkedIn business posts, Instagram photos sharing are best community engagement factors



Social Media Advertising – paid ads on social media platforms

- ⦿ Facebook Ads give good lead generation results for B2C and small businesses
- ⦿ LinkedIn Ads works well for B2B lead generation process
- ⦿ YouTube Ads works for lead generation process in the entertainment industry

Webinar and special campaigns

Conducting webinars, virtual conferences attracts specific interest groups and lead generation process saves lots of money for large enterprises



WEBSITE REVAMP CHECKLIST FOR 2020





Website Revamp Checklist for 2020

A successful website redesign project begins before design stage. It doesn't matter if it is an in-house project or you're working with an agency like us, our website redesign checklist will guard you against a lot of headaches down the road.



All-In-One Website Redesign Guide Beyond 2020

Don't get frustrated if planning takes time.

Proper planning will help you create a website that will generate quality leads and loyal customers.

If you're going to give your website a makeover, do it the right way.

Start your website redesign with our checklist to avoid pitfalls of poor planning and execution.





How to plan for your website redesign?

Have you ever started doing something without knowing what you wanted to precisely accomplish? Well, I have. It is a really bad approach.

When you are starting a website redesign, it is essential to have the details nailed down. Let's take a look at them.

Goals:

If you want to accomplish goals, you have to set it first.

Measurable goals will help you find out if you're meeting your target or not. Studies have revealed that well-defined goals pave the way to success. Plus, achievement rate is also likely to increase by an impressive 178% through proper goal setting.

So start finding out answers to these following questions.



Ask these questions

What do I want to accomplish through this website redesign?

What is my budget?

What is the amount of time I'm willing to spend?



Users

When you're **redesigning your website** you must always keep your user in mind.

You must know everything about your core customers to create a website with great user experience.

So start finding out answers to these following questions.



Ask these questions

Who is your target audience?

Currently, on which page of your website do users spend more time?

Does your website content have a natural flow and cater to your audience?

Which keywords are attracting your users the most?

Competitor analysis

I'm sure you must know that comparing your business with competitors will help you identify where you stand and what you can do better. The same applies when redesigning your website.

Other than your competitors, think about the website you visit, why do you go there often? What do you hope to accomplish when you're browsing their website?

I suggest you start with five of your direct competitors and analyze their website. Create a spreadsheet, like the one below to track your progress.



[Company Name]		Competitive Analysis		
Analysis completed on:				
	[Your Company]	[Competitor A]	[Competitor B]	[Competitor C]
Factors				
Overview & Profile				
Competitive Advantage				
Target Market				
Market Share				
Marketing Strategies				
Products & Services				

When looking at your competitor's website, start finding out answers to these following questions.



Ask these questions

What type of content they have on their website or blog?

Is there anything similar in functionality?

Do they have a blog section?

Is there chat support on their website?

What are the keywords optimized on their homepage?



How to handle design and development during your website redesign?

If you want your website to flourish, a well-designed and developed website will help you get a front seat in the online market. However, both are a daunting task.

People are looking for something welcoming rather than a maze of letters and numbers.

Only through proper design and development, you can create a user-friendly environment where people can learn about your business or find out new stuff.

To make your design and development experience flawless and customer focused, you can also **hire a web development company** who can help you create a perfect website.

Here are some points to keep in mind for a successful design and development.





Design

According to Stanford University's web credibility research, 75% of users admitted that they judged a business based on their web design alone. And another research conducted by **Missouri University of Science and Technology** discovered that first impressions of a website are 94% design related.



Think about it from a human level, if a person seemed untrustworthy, will you do business with them?

Obviously no!



Remember your website is an extension of your brand. One of the main purposes of your website is to communicate with the user so that it entices them to engage with you and finally become your customer.

Here are some questions which will help you frame the right design.



Ask these questions

What are the pros and cons of your existing website?

Is your website logo modern?

Does it require new graphics?

What kind of a response does your website evoke?

In which part of your website should you use colors?

Which color schemes should you use during your website redesign?

Development



According to SAG ipl, 68% of the companies that developed a mobile-first website saw a rise in sales.

-SAG ipl



Web development is complex as it involves working across multiple things.

Your website is what presents your business to the people in the real world. Everything from website design, color, ease of navigation, and loading time matters.

Unless you try and test, you will never know what will work for your website. However, developing your website based on universal conventions is recommended.

Here are some of the basic questions to evaluate your website.



Ask these questions

Is it multi-browser compatible?

Is navigation simple?

Does it have open graph Meta tags for easy social sharing?

Is analytic properly running?

Is your website optimized for mobile view?



How to redesign your website without losing SEO?

A website redesign is utterly useless if a user can't find you. To improve your website metrics, you have to get found.

As such redesigning your website can be stressful but what will happen to the SEO of your current website? You don't want to lose the hard work you've put to get a strong ranking.

Here are a few tips to **redesign your website** according to SEO.



Tips to redesign your website according to SEO

- ▶ *Analyze your website's Meta tags to find out how well you're positioned in search engines.*
- ▶ *Find out the keywords your competitors have used and see how they are ranked.*
- ▶ *Set-up a list of keywords related to your market and customer base.*
- ▶ *Create a list of keywords and phrases based on user query in search engines.*
- ▶ *Generate page titles and meta tags for your website content.*
- ▶ *Find out sitemaps, links, crawl stats problems in search console.*
- ▶ *Check blocked content with Robots.txt and 404 errors.*
- ▶ *Make a list of internal and external links in your website pages to make a redirect plan.*
- ▶ *Identify the content indexed by search engines.*
- ▶ *Keep a backup of everything.*



Implementation tips



- ▶ *Prioritize pages and update URLs on the new website.*
- ▶ *Implement 301 redirects from old links to new links.*
- ▶ *Submit an XML sitemap to search console.*
- ▶ *Index new pages and links.*
- ▶ *Check for crawl rate errors in search console.*

This simple SEO website redesign checklist can help you with smooth SEO migration to your new website. If you struggle to implement any one of these tips, you can outsource SEO services to make sure you don't lose search engine ranking during the transition

How to develop a content strategy for your website redesign?

A **survey states**, companies who blog receive

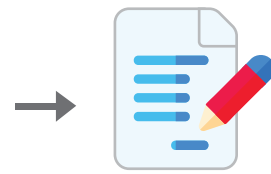
55% more visitors

97% more inbound links

434% more indexed pages

CONTENT IS THE KEY!

CONTENT STRATEGY



CONTENT PLAN



REVAMP CONTENT

Undoubtedly, in the website redesign checklist, content strategy can help you find the type of content that is working and see where you can improve. Website redesign will also serve as an amazing opportunity to institute new content practices too.



Tips to refresh content strategy during your website redesign.

- ▶ *Outline the content that stays and goes out.*
- ▶ *Figure out the type of content that attracts your target audience.*
- ▶ *Check if there is a way to reuse old content.*
- ▶ *Write content that will be easily accessible by users*
- ▶ *See how your current content is performing.*

How to launch your redesigned website?

Until now you were planning and finding new information to **revamp your website** for real-world usage. The final slice in the website redesign checklist is to process the launch and to make sure the changes don't break anything.

Some important things to check the post here are:



Ask these questions

Is everything functioning as planned?

Does everything look the way it was approved?

Are the page URLs changed, have the old pages redirected to the new pages?

Are all the tracking scripts in place?

Is there a proper backup for quick restore?





Why do most of the website redesigns fail?



Failure in most redesigns boils down to these points.

- 1 Many website owners give too much focus to the ‘design’ part thinking that it will solve all the problems. But, underlying problems such as **improving the performance of a website** can’t be solved only through designs.
- 2 More than half of the companies don’t formulate a strategy during a website redesign. So these websites are build based on opinions rather than what a user actually wants.
- 3 In an effort to fix problems, website owners spend more money tweaking the website. Again, those tweaks are made on assumptions. As a result, there is little to no difference between the old and new website.



WEBSITE REDESIGN IDEAS AND CASE STUDIES

Website Redesign Ideas and Case Studies

We are aware that it is better to do something perfectly than to do nothing perfectly.

That's why our ColorWhistle designing team collected some awesome website redesign case studies



Website redesign case studies are a great way to find out the design method of an agency and in the process, it also helps designers and developers to learn from each other.

We hope that these website redesign case studies will inspire you to reinvent your digital presence.

Let's Explore

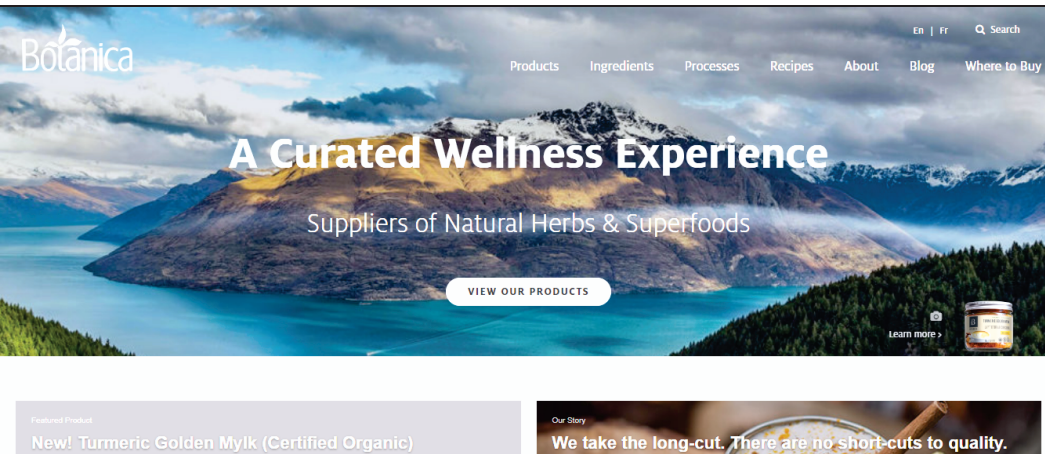




Improve overall site architecture and navigation

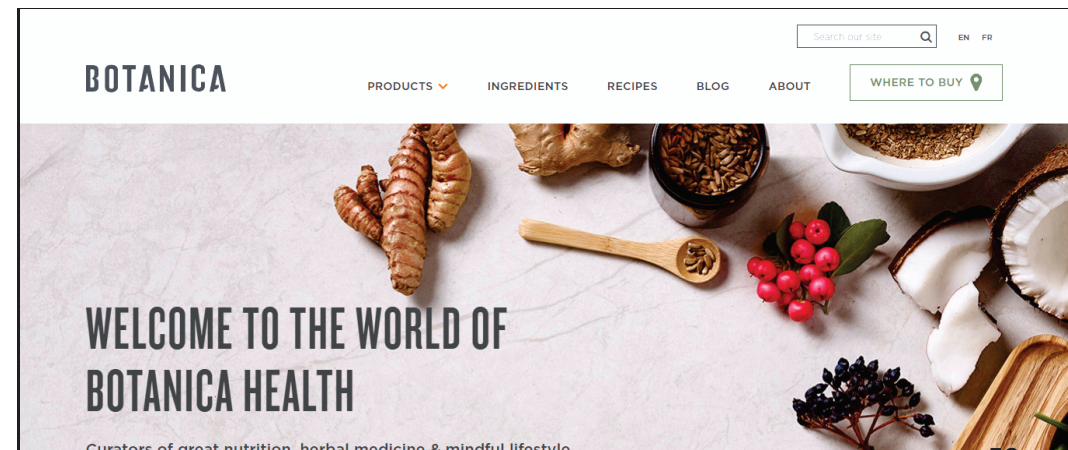
The objective of the website redesign case study was to enable easier browsing, and to help users find relevant content easily.

Checkout the case study to find out how they implemented new design combinations while still preserving the purpose of the existing pages.



Before
website redesign

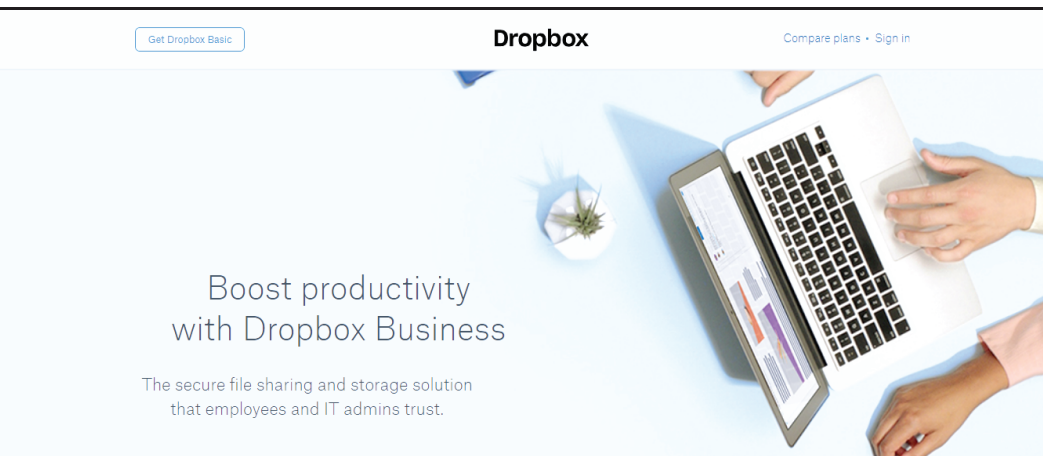
After
website redesign





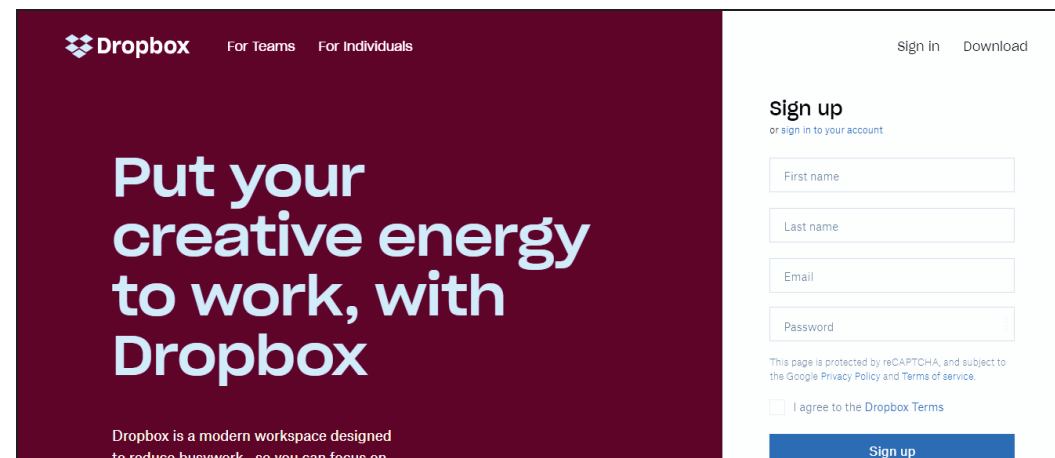
Evolving the Dropbox brand

On October 2017, the **new rebranded Dropbox** became the talk of the designers community. They are considered to be one of the most talented design teams in the world and are an inspiration to many designers. Their rebrand introduced many color combinations, font combinations and more.



Before
website redesign

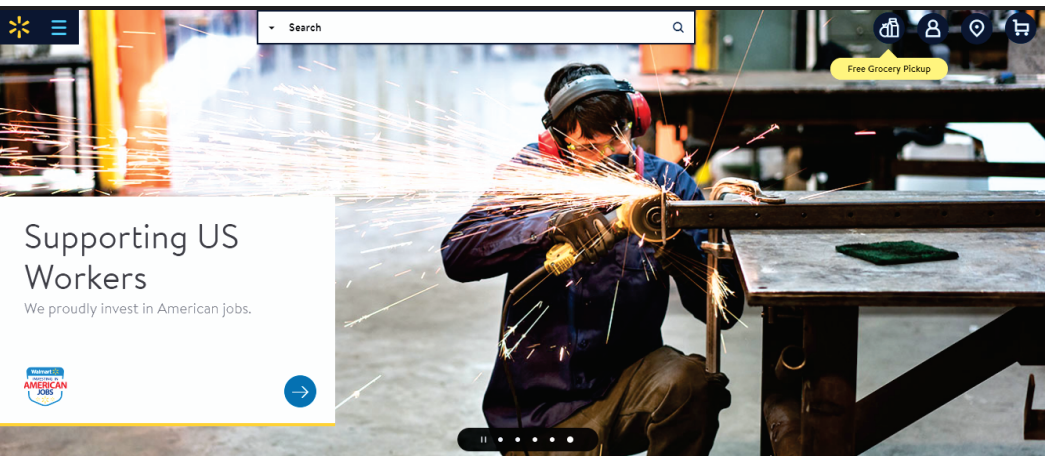
After
website redesign





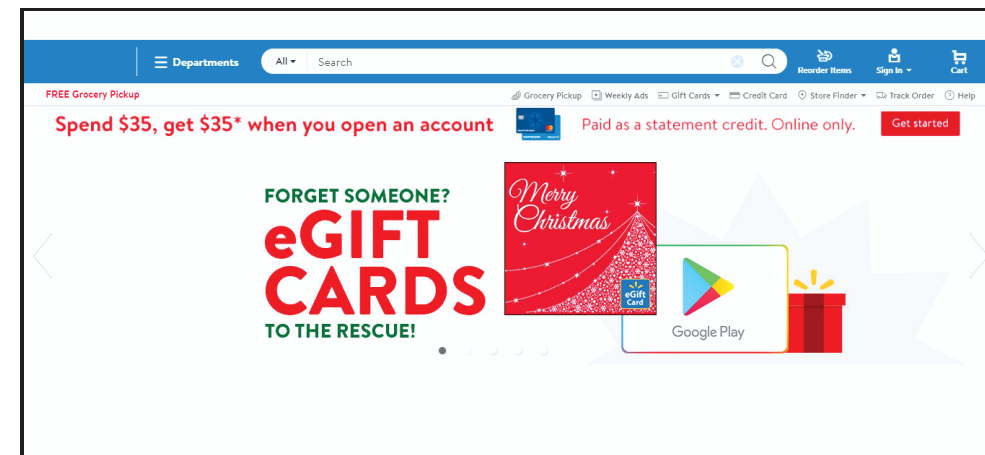
Introducing the new Walmart.com

On May 1st 2018 Walmart's new **website redesign** rolled out. It focused mainly on delivering a modern, stylish, and a convenient shopping experience. This official write-up by the company explains the design changes and how they wanted to create a clean and modern shopping experience for users.



Before
website redesign

After
website redesign

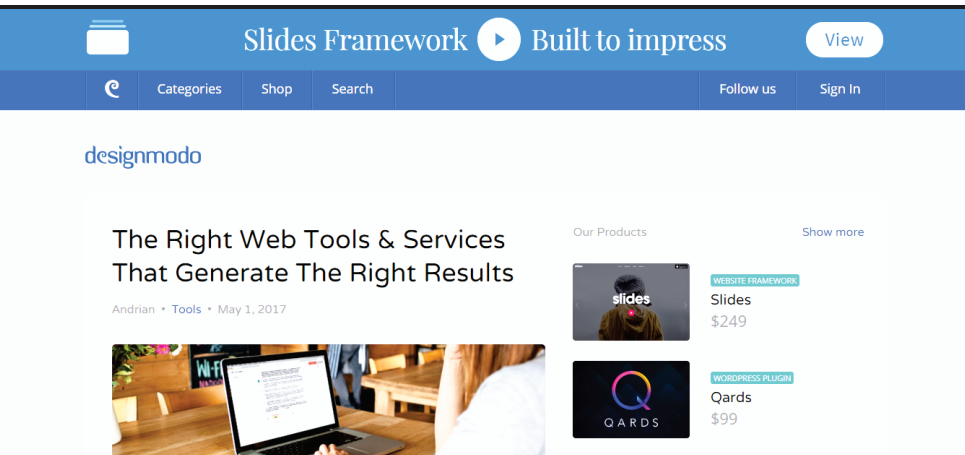




Designmodo Launches Massive Redesign and New Logo

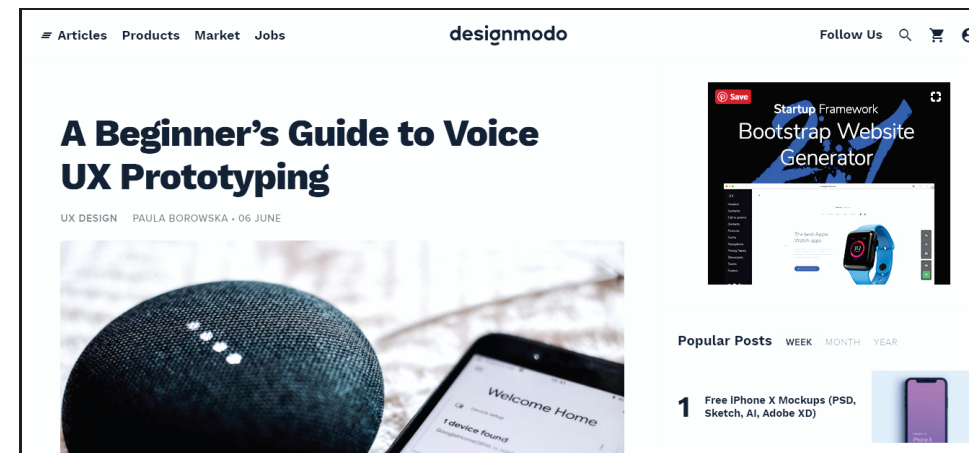
<https://medium.com/@designmodo/designmodo-launches-massive-redesign-and-new-logo-3e359ab3884>

Recently, **Designmodo**, a platform where designers publish their products to sell, underwent a huge website redesign which also featured a new logo. In this write-up you can get insights on how long it took for the redesign and the elements that were refreshed.



Before
website redesign

After
website redesign





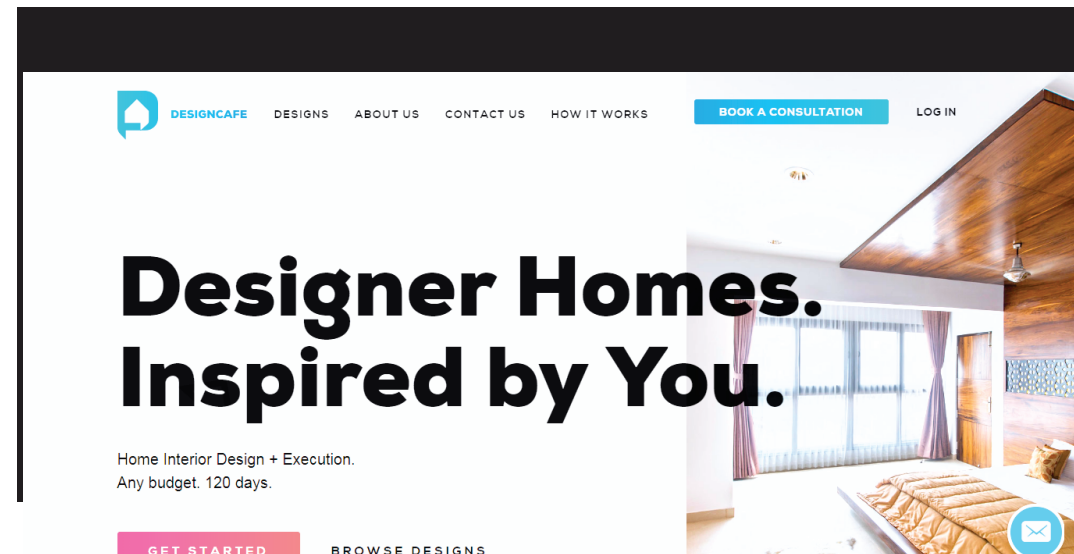
According to the Blue Corona, 73% of the companies are investing in design to differentiate their brands.

-Short statistics from Blue Corona

Redesigning a digital interior design shop

In this website redesign case study we get detailed insights on how to research and plan for redesign. The writer of the case study is the designer of the project. So we get to hear how the redesign went from his point of view. He also gives us useful tips on how to collaborate with developers during the redesign phase.

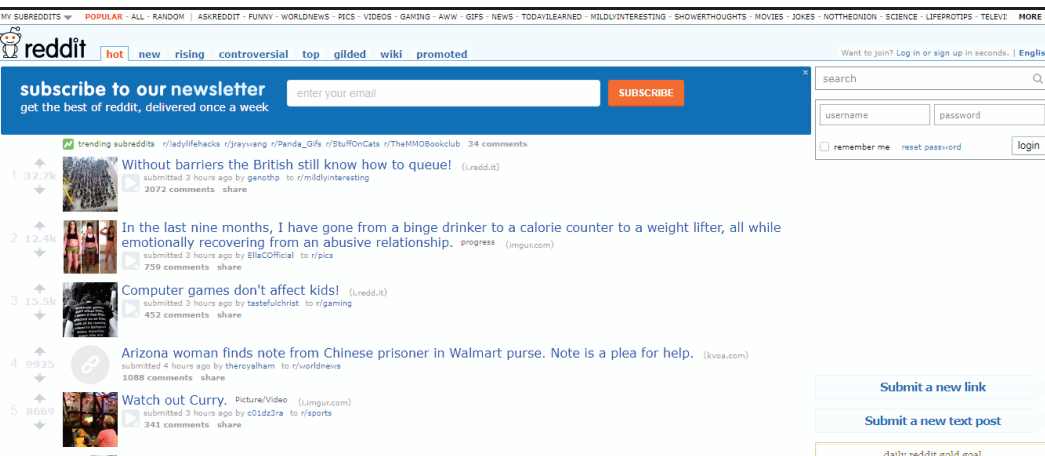
After
website redesign





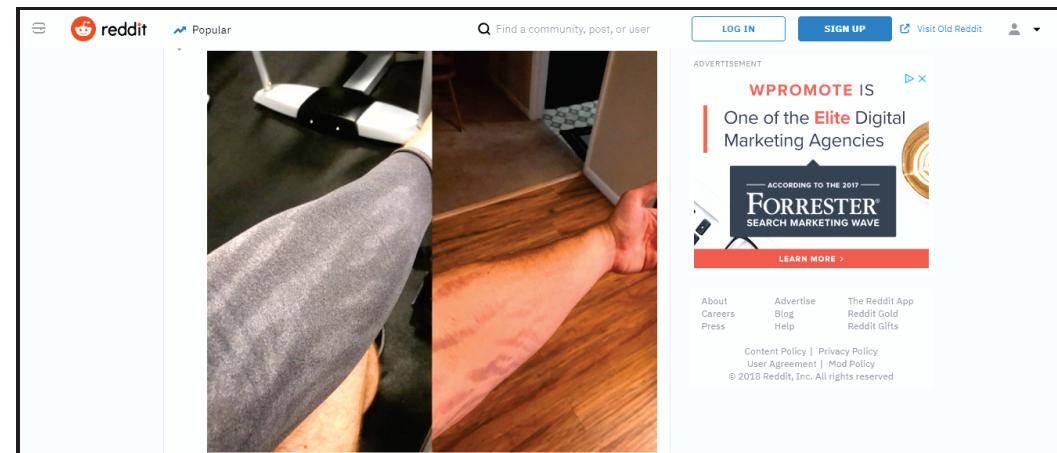
The inside story of Reddit's redesign

Reddit, the website that has something for everyone recently had a facelift. Users of Reddit are no longer subject to 90s HTML feel, they have something new and fresh. This insider story gives us a scoop on how the redesign plan was formulated.



Before
website redesign

After
website redesign

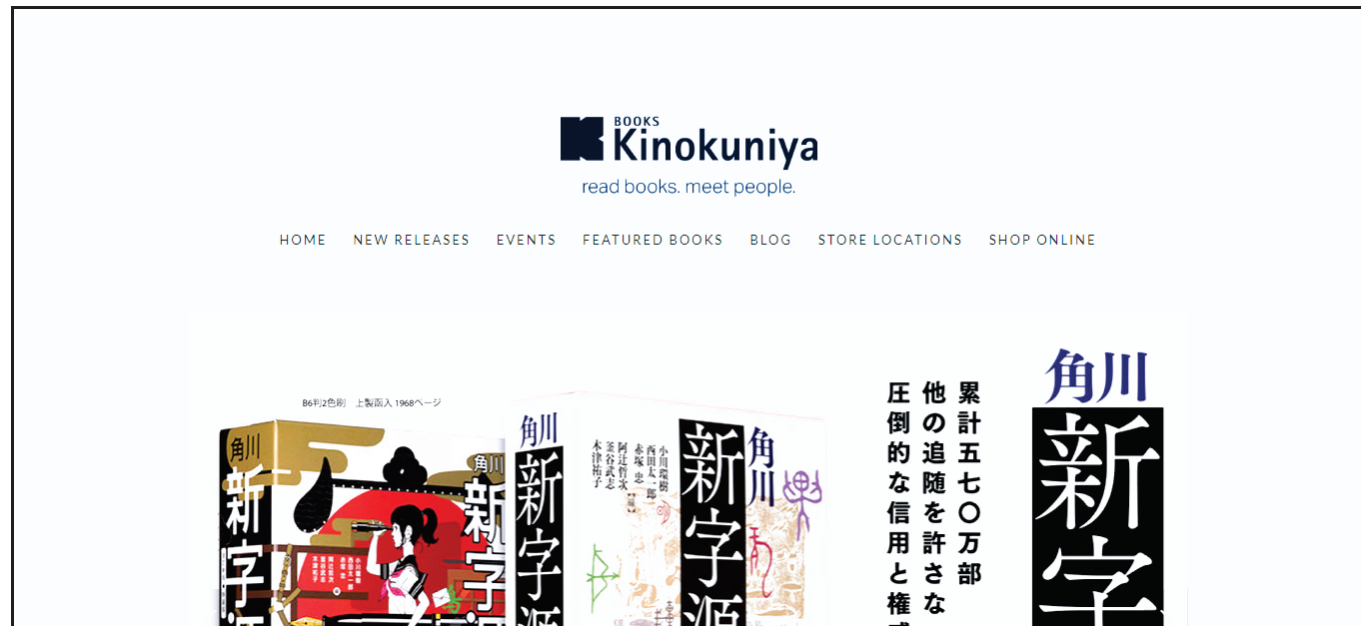




Bookstore responsive website redesign

This website redesign case study cites the process of redesigning a bookstore website to be responsive so that users can access the website when they are on the go. The purpose of this redesign was to increase sales and membership sign-ups for the bookstore

After
website redesign

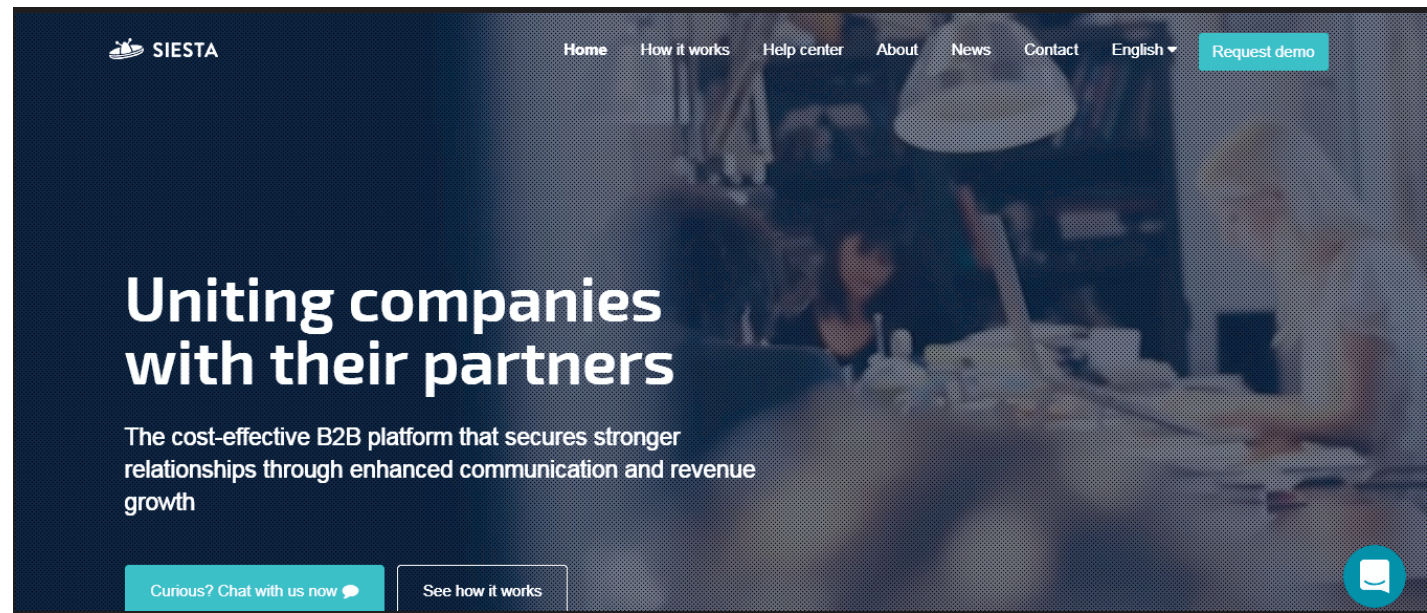




Redesigning the product website

This case study explains how a **product website was redesigned** along with its backend system and its app. We get detailed insights on how the designer refreshed the website to hit target customers perfectly.

After
website redesign





Give an entire online shopping experience without a single scroll

This case study explains how a product website was redesigned along with its backend system and its app. We get detailed insights on how the designer refreshed the website to hit target customers perfectly.

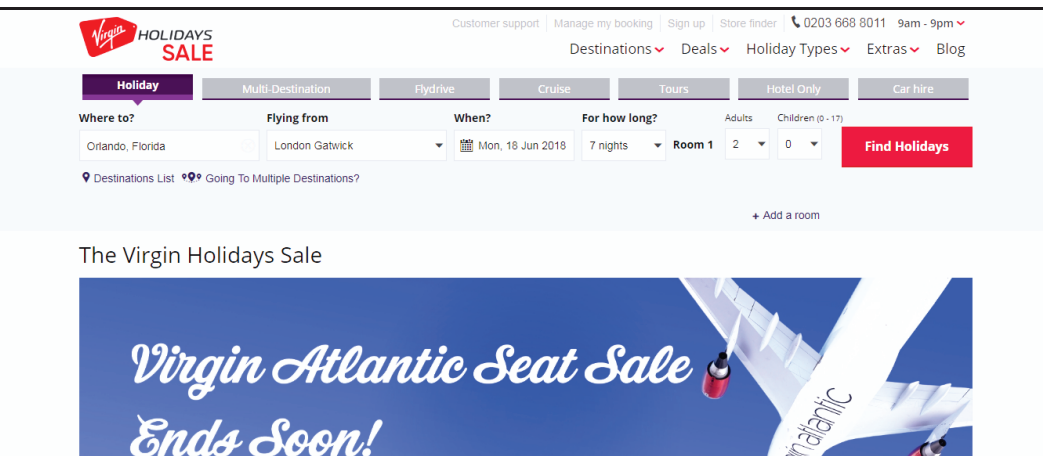
After
website redesign





Modernize the outdated website

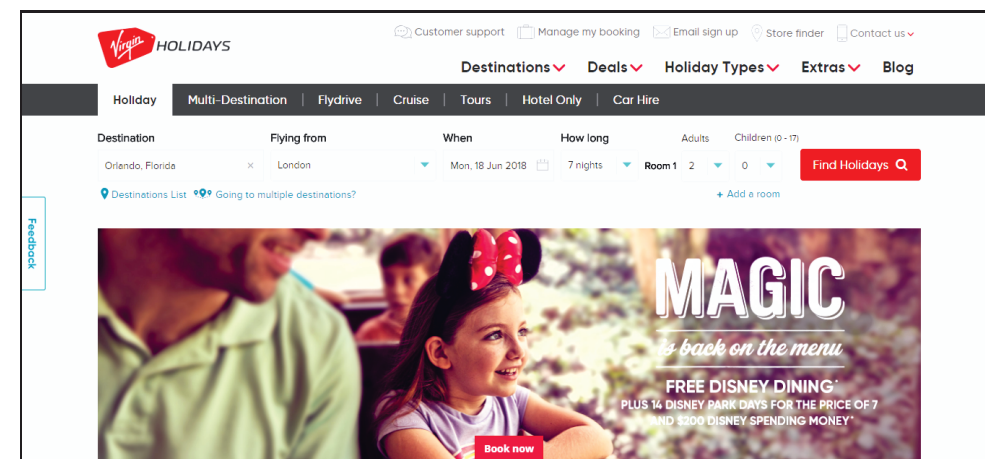
This case study will give you an idea on how to give a visual facelift for a website and optimize the user experience for the most visited pages. The recommendations and inputs will help you get an idea on how to build the basis of a responsive website.



After
website redesign



Before
website redesign





Looking to build a

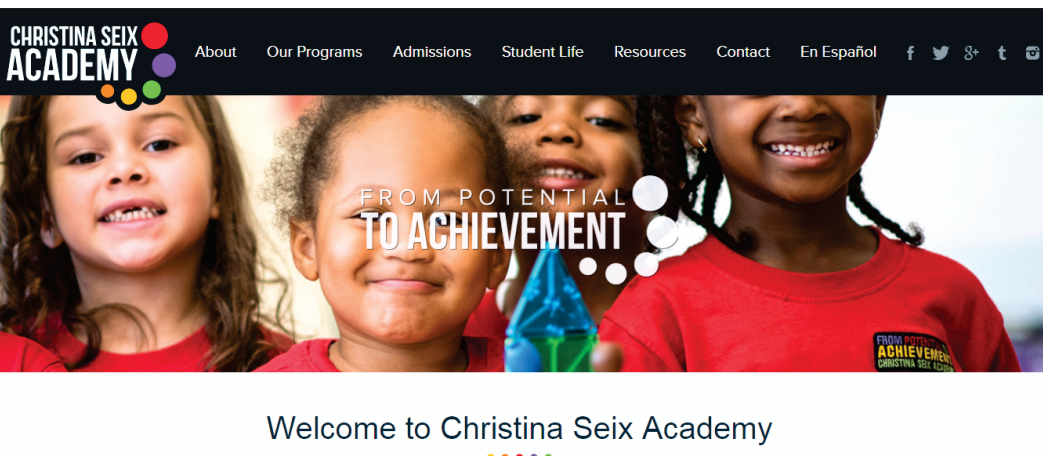
TRAVEL WEBSITE?

Get in Touch Now!



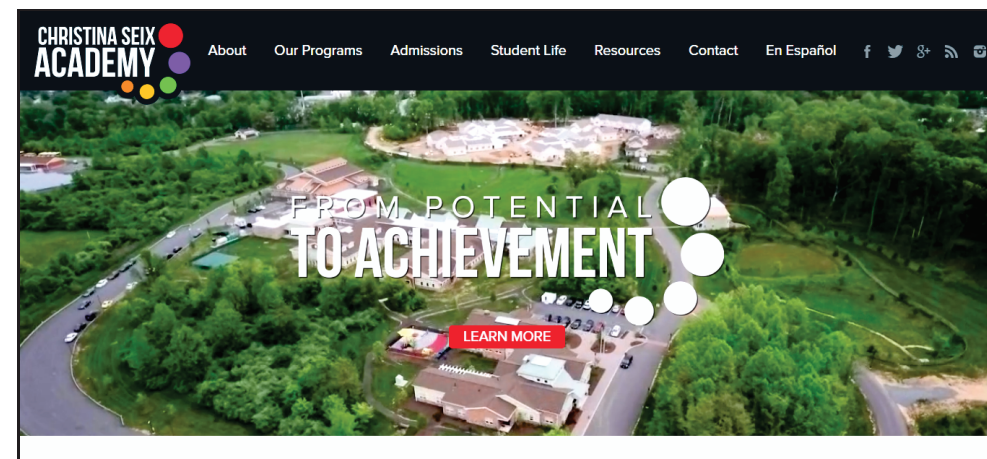
Website redesign for a private school

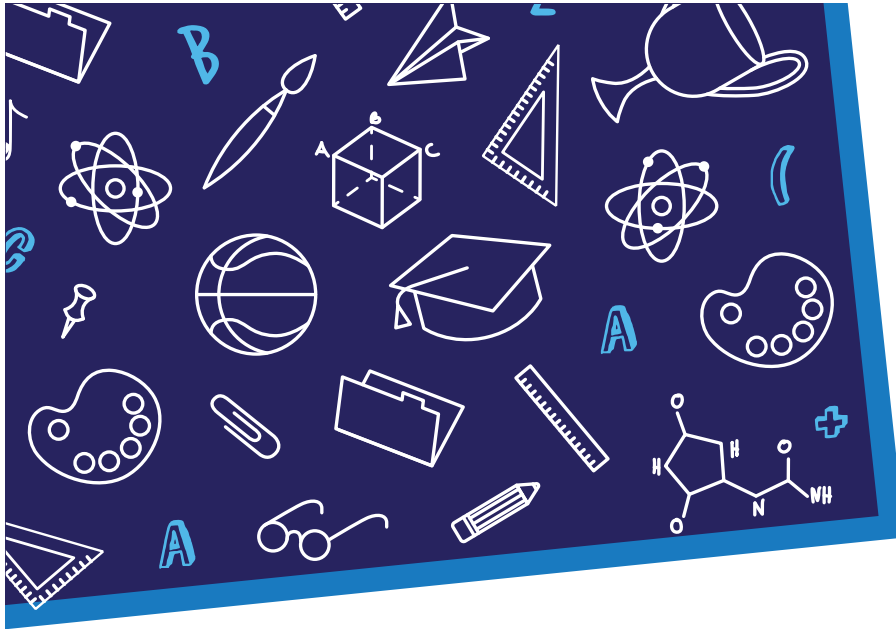
In **this** case study we find out how the struggles faced by a school website were addressed in the redesign. Some of them included improper admission criteria and how the current website did not capture the unique prospective and supportive culture the school offered.



Before
website redesign

After
website redesign





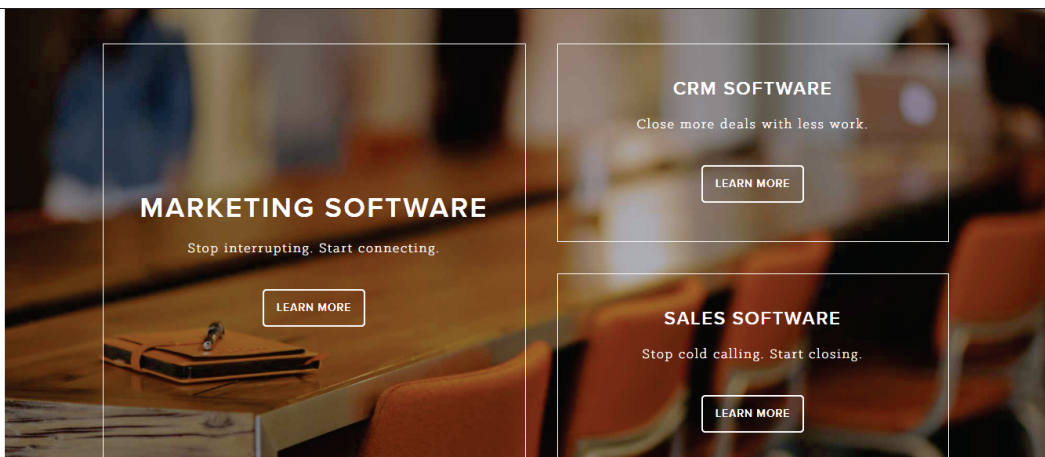
CREATIVE WEBDESIGNS!

ASK US HOW



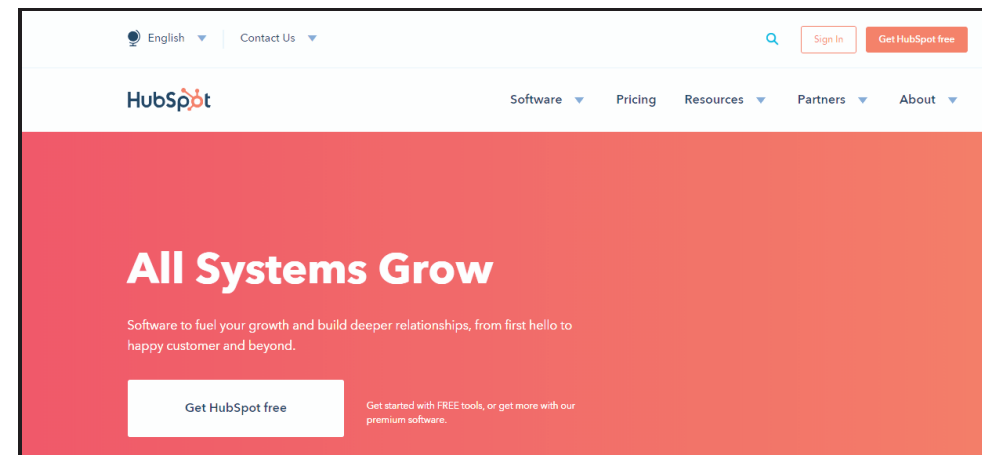
How Redesigning HubSpot's Website Doubled Conversion Rates

HubSpot the huge multi-product, global organisation, wanted to redesign their website with the purpose to improve user experience and conversion rate. **This write-up** gives you a step-by-step process of how they planned for the redesign and successfully implemented it.



Before
website redesign

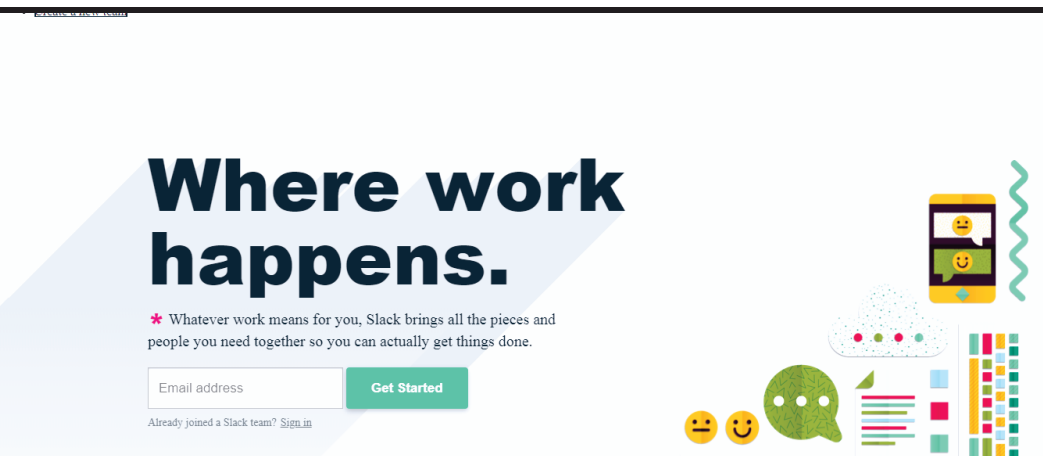
After
website redesign





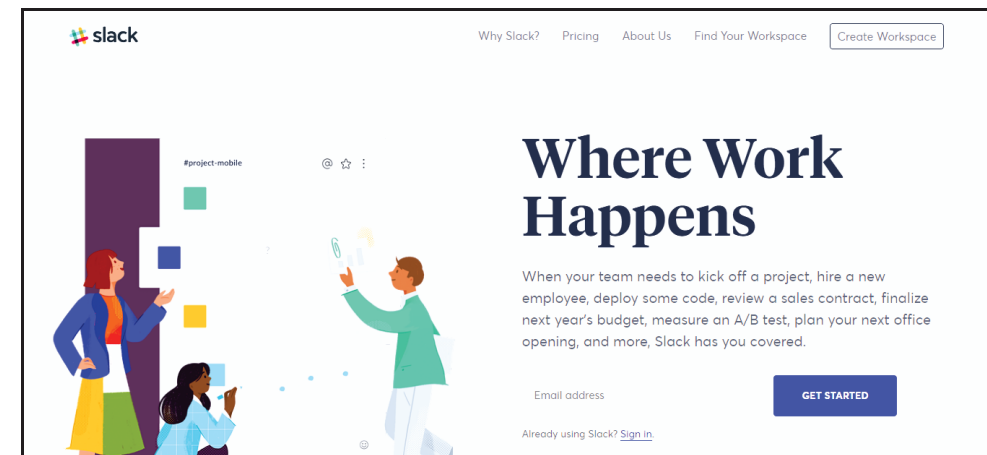
Rebuilding slack.com

Slack, the high power digital workspace did a major website redesign. One of the senior engineers of slack has given a comprehensive behind the scene work of the website's rebuilding work. The purpose of the redesign was to improve the website architecture, code modularity, overall performance and accessibility.



Before
website redesign

After
website redesign

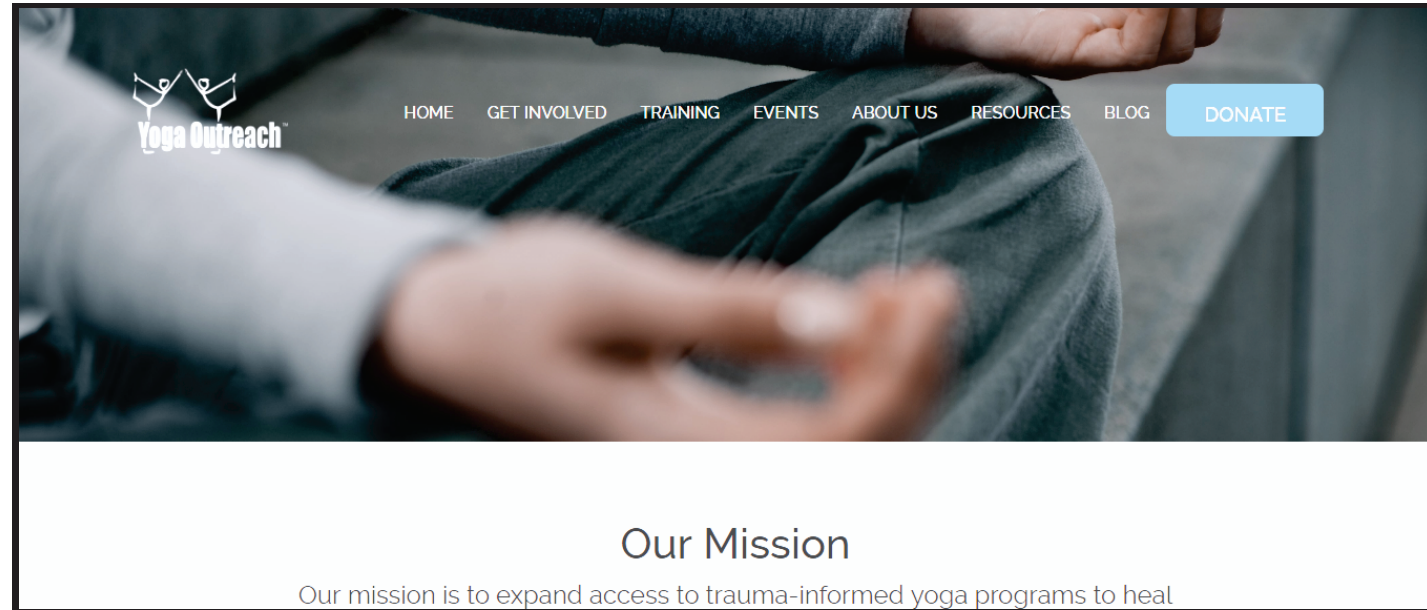




Yoga Outreach Society—Website Redesign

The goal of this website redesign was to add chat features to encourage discussions among the website users, transfer to WordPress platform, and improve website architecture. From navigation to sitemap, **this** case study gives an depth details on how the entire project was planned and executed.

After
website redesign





Cogency Global website redesign case study

Since their last redesign in 2010, Cogency had added lot of reading materials. Things got complicated and the website no longer reflected who they were. Also, the website was no longer a profit centre and got difficult to navigate. **This** case study addresses how the issue was resolved through a complete website redesign.

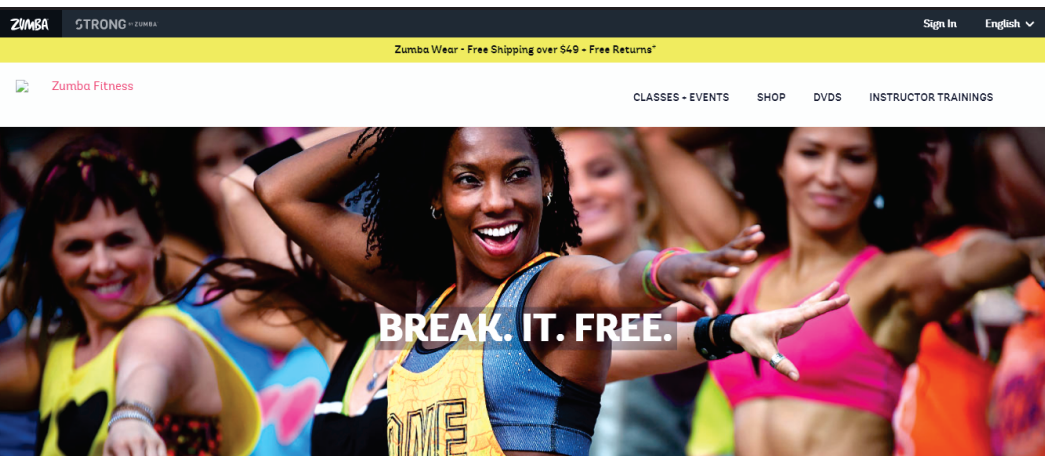
After
website redesign





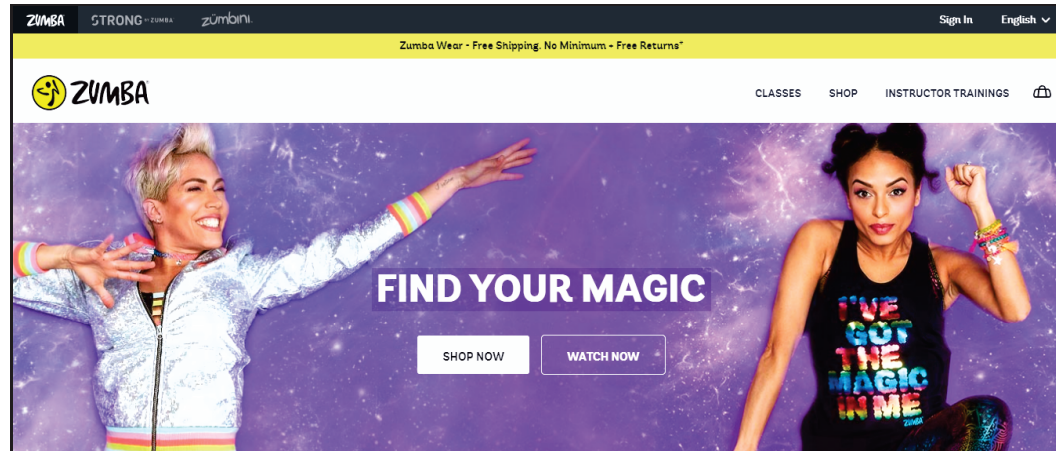
Zumba fitness website redesign

The client was unhappy with the existing website as it missed vital information and the customers found the website confusing. **Checkout** the website redesign case study to find out why the website was underperforming and how the problem was fixed with a proper redesign.



Before
website redesign

After
website redesign





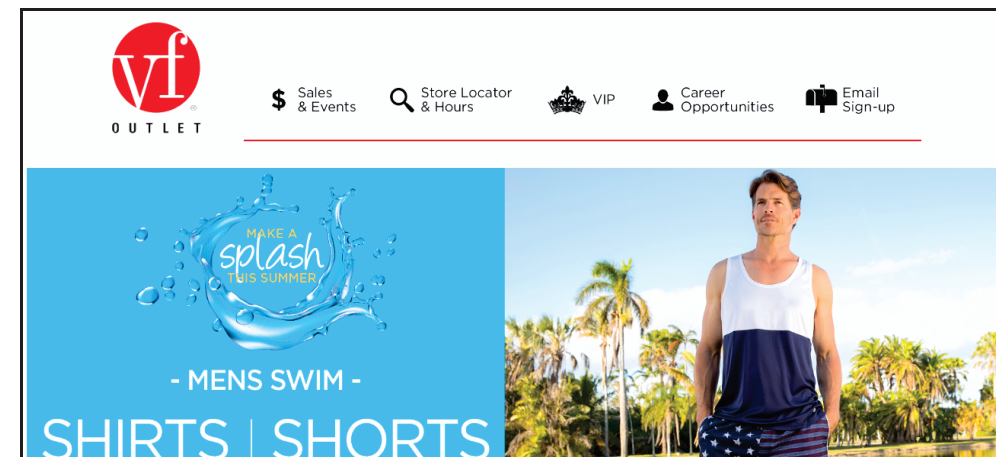
Improve ecommerce functionality

In **this** case study we find out how the website was shifted to Magento CMS and redesigned to improve overall navigation and conversion. After the redesign, bounce rate was reduced and visitors were able to find information more quickly.



Before
website redesign

After
website redesign





What we learned from these best website redesign ideas and case studies?

- Design methodologies vary according to the project and what the business wants to achieve. A standard or pre-planned methodology should not be followed
- When presented with a new brief, every designer will refer to their own research method
- Redesign projects must define the current difficulties a user faces when browsing the website.
- Features should be clearly explained with a visual mockup when presenting to the client
- Never make assumptions





DRAWING THE FINAL CURTAIN TO OUR WEBSITE REDESIGN CHECKLIST 2020



Drawing the final curtain to our website redesign checklist 2020

With the lines between the online and offline world becoming more and more blurred, it has never been more important for businesses to make a web presence.

No matter the business, your potential customers would have searched you online before reaching out to you.

Once your redesigned website goes live, you have one more step left- to see how the goals you set are working out.

Through analytics and tracking data, you can find out if goals are met or if more work is required. If goals are not met, keep on iterating until you accomplish them. Under such circumstances, a split testing will be useful.

You can drink your victory champagne and deem your website redesign a success once your goals are met!

If you follow our website redesign checklist before your pre-launch, your post-launch will be a breeze.



We, at ColorWhistle, adhere to strict SOP's and a detailed checklist when it comes to website redesign and migration of content from the old website to new. Do contact us for a free consultation and quotation id you are planning to redesign your existing website

Reference:

<https://colorwhistle.com/redesign-website-with-digital-marketing/>
<https://colorwhistle.com/website-redesign-guide/>
<https://colorwhistle.com/why-should-you-redesign-your-website/>
<https://colorwhistle.com/website-redesign-checklist/>

Are you ready to explore website design opportunities?

ColorWhistle can help.

Contact:_____



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*Thank
you!*